

IMPORTANT ANNOUNCEMENT TO THE READERS
OF THE
**NASHVILLE
GLOBE**

For more than four years the publishers of periodicals have had to face the rising tide of costs. Fully as much—perhaps more—than other lines of business, they have felt the fast-increasing burdens of the war.

The publishers of THE NASHVILLE GLOBE have watched the prices of other papers advance from five to ten cents a copy, from ten to fifteen cents, and in some instances from fifteen to twenty cents. By increased economies in operation and by careful and painstaking business planning they have so far been able to maintain the low subscription prices of THE NASHVILLE GLOBE, hoping that for the duration of the war it would not be necessary to place any share of this burden of increased cost on the subscribers.

We regret to say that this is no longer possible and that the time has come when it is imperative that we make a slight advance in our subscription rates. You may have noticed the announcement in last week's issue that the annual subscription rate for THE NASHVILLE GLOBE is now \$2 instead of \$1.50.

It is almost unnecessary for us to explain to our readers the reasons for this action. The simple statement that the present low subscription price of THE NASHVILLE GLOBE has long since ceased to cover even the bare manufacturing cost of the paper is almost sufficient.

We are just completing new contracts for our paper supply for the coming twelve months. The advances in the cost of the paper alone needed to supply an individual year's subscription of fifty-two numbers of THE NASHVILLE GLOBE will be \$1.28 more than the price we paid for the same amount of paper prior to America's entry into the war.

To this total must be added the printing and binding costs, that are advancing step by step with all the other processes that enter into the making of THE NASHVILLE GLOBE. A new schedule of printing and binding prices recently went into effect, adding \$75.00 a week to our operating costs. This is only one step in the successive advances that we have experienced in this particular branch of manufacture. Added to all these are the increases in editorial expenses and all the multifarious charges that are included under the general term "over head charges."

These facts will clearly indicate that the fifty cents increase we ask for a year's subscription for THE NASHVILLE GLOBE does not even cover the increase in the manufacturing cost of the paper. In view of this we believe our many friends will consider this advance reasonable, just and conservative.

We do not wish to leave our readers under the impression that this advance in price is permanent. When the war is over and normal and natural economic reactions bring about a decrease in the cost of labor and material, our subscribers can expect a corresponding reduction in the cost of their paper.

In figuring this increase in price we have taken no account of the increase in the second class postage-rates. Last July a zone-postage law became effective. This law establishes a complicated system of postal rates for all publications that will eventually result in a heavy postage tax on paper subscribers.

THE NASHVILLE GLOBE.